

Theoretical part of diploma thesis *Comparative quantitative content analysis of photos from Timeline regional Facebook pages of ELLE Magazine* explores the theory of visual culture, what kind of role pictures or photos play in contemporary digital age. Also Facebook online marketing and Facebook pages are described. The third chapter of thesis looks into history of global trade brand ELLE Magazine and it describes the owners of brand-license in examined regional countries. The last theoretical section explores a globalization of communication including magazine trade and the Internet. The thesis also contains research review of contemporary studies with similar topic. Methodological part firstly describes a content analysis and its application on research of photos. Secondly a diploma research with main research question: *Are regional differences in thematic composition of published photos on facebook pages of ELLE magazines?*